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RJR DALLAS

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1340
19 June 1995

TO : C/A/M'S WITH 7-ELEVEN RESPONSIBILITY

SUBJECT : 7-ELEVEN SUMMER PROMOTION

Enclosed is the Southland letter outlining the National 7-Eleven Summer Promotion to be executed 6/26/95 through 7/16/95.

Please present to your 7-Eleven Division to ensure they understand the program details, then communicate your specific action plans to our Sales Team.

Should you have any questions, please advise.

Sincerely,

Mike

M. J. McCarrick

/cn

CHAW ID #

Enclosure

cc: R/S/M's, Rick Young

0001-04-01

0001-04-02

FAX 610-359-1576

51853 3421

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/hkln0000